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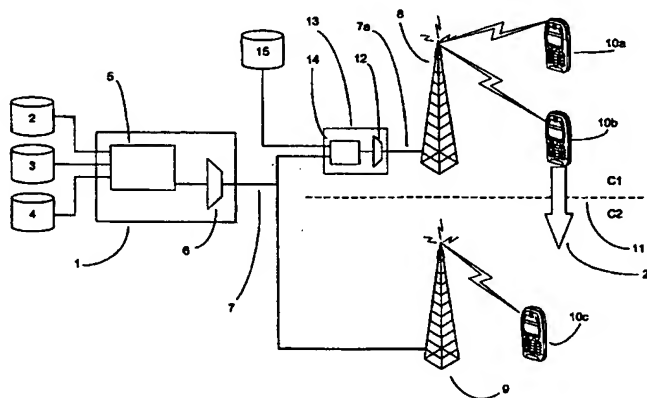
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(54) Title: **ADJUSTING DATA BURST TRANSMISSION RATES**



(57) Abstract: A broadcast service for transmission to mobile terminals 10a-10c in a cellular communication system comprises a series of burst B1-B5 of data packets in a transport stream 7. Where the available data transmission rates in cells C1, C2 are unequal, the transport stream 7a for transmission to the cell C1 with the higher data transmission rate is modified by incorporating additional payload L1-L5 in each burst in the series, for example by appending the additional payload to each burst or by interleaving the burst data and additional payload (Figure 7) so that a time interval t between adjacent bursts B1-B5 is the same in both cells C1, C2. Therefore, start times of the transmission of each burst B1-B5 in both cells C1, C2 are synchronised, i.e. the transmission of each burst B1-B5 begins simultaneously in both cells C1 or a time interval to between the start of transmission of each burst in cells C1, C2 is fixed (Figure 5). This allows a mobile terminal 10b operating in a selective data reception mode to continue receiving a service without disruption when moving across a cell boundary 11. The incorporation of the additional payload may be performed by a digital broadcast head-end 26 or by an apparatus 13 associated with a transmitter 8 serving a cell C1.

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